To:
WAAF FM Public File
WAAF FM HD1 Public File
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From: Kerry Popp, Producer

Phil Zachary, VP/Market Manager, Entercom- Boston

Re: Public Affairs Quarterly Report

For: 3rd Quarter 2014 (July-September)

Date: October 6, 2014

This quarter, WAAF identified the following as community issues:

- 1. Arts & Culture
- 2. Community Awareness
- 3. Current Events
- 4. Education
- 5. Health
- 6. History/Politics
- 7. Personal Well-Being

WAAF devoted an average of 525 minutes per week this quarter for public affair issues. WAAF identified these issues through on-air awareness, fundraising, and WAAF's public affairs program, Q&A. The following is a complete list of topics aired during the 3rd Quarter of 2014.

1. Arts & Culture - Includes the issues of new audiences for the arts, and the healing powers of music.

- 2. **Community Awareness** *Includes the issues of ending child hunger, nature, and social/racial/gender equality.*
- 3. **Current Events** Includes the issues of the economic outlook, Appalachian coal fields, and telecommunications.
- 4. Education Includes the issues of City Year: the urban peace corps.
- 5. **Health** Includes the issues of stroke, eating disorders, migraine headaches, prescription drug abuse, HPV, snoring, and sleep apnea.
- 6. **History/Politics -** *Includes the issues of Boston in the busing era, archeology, political opinion media, value in failure, New Orleans, and Rwanda.*
- 7. **Personal Well-Being** Includes the issues of relaxation, reike, insect bites, skin cancer, bicycle/boating/fire safety, pool safety, pet therapy, exercise, protective eyewear, knee surgery, and relationships.

Public Affairs Report Sorted By Issue For The 3rd Quarter of 2014 (July-September)

ARTS & CULTURE

Topic: New Audiences for the Boston Museum of Fine Arts

Program: Commonwealth Journal

Guest: Maureen Melton, Historian and Archivist at the Boston Museum of Fine

Arts

Length: 27:48

Aired: July 13, 2014, 6:00 AM

Topic: The Fans of Lady Gaga **Program:** Commonwealth Journal

Guest: Tracey Wilson, Author of Heal This Way: A Love Story

Length: 28:16

Aired: August 31, 2014, 6:00 AM

COMMUNITY AWARENESS

Topic: Share Our Strength's No Kid Hungry Campaign

Program: Commonwealth Journal

Guest: Billy Shore, Founder and CEO of Share Our Strength

Length: 28:10

Aired: July 6, 2014, 5:30 AM

Topic: When to Fight Nature **Program:** Commonwealth Journal

Guest: Sara Oaktag, Director of UMass Boston Field Station & Conservationist

on Nantucket Length: 28:11

Aired: July 20, 2014, 6:00 AM

Topic: Working Toward Social, Racial, and Gender Equality in Boston

Program: Commonwealth Journal

Guest: Sylvia Ferrel-Jones, President and CEO of the YWCA Boston

Length: 28:12

Aired: August 3 2014, 6:00 AM

CURRENT EVENTS

Topic: Economic Outlook

Program: Commonwealth Journal

Guest: Eric Rosengren, President of the Federal Reserve

Length: 28:11

Aired: July 6, 2014, 6:00 AM

Topic: The Breaking Clean Tour **Program:** Commonwealth Journal

Guests: Nick, Rusty, Daniel, and Alex Mullins on what's happening in

Appalachia **Length:** 28:10

Aired: July 20, 2014, 5:30 AM

Topic: Creating Better Telecommunications

Program: Commonwealth Journal

Guest: Iqbal Quadir, Founder of Gonofone & Grameenphone, Founder and Director of the Legatum Center for Development & Entrepreneurship at MIT

Length: 28:02

Aired: August 17, 2014, 6:00 AM

EDUCATION

Topic: City Year: An Urban Peace Corps

Program: Commonwealth Journal

Guest: Michael Brown, Co-founder and CEO of City Year

Length: 28:15

Aired: August 10, 2014, 6:00 AM

HEALTH

Topic: The Minute that Changes Your Life

Program: Project Health Radio

Guests: Dr. Solomon Azar, Director of the Stroke Center and Chief of Rehab Services at Lutheran Medical Center in Brooklyn, NY; Olga Warner, Caregiver for

husband who suffered two strokes; Mary Curry, Stroke Survivor

Length: 29:00

Aired: July 13, 2014, 5:30 AM

Topic: When Food is the Enemy **Program:** Project Health Radio

Guests: Dr. Doug Bunnel of the Renfrew Center in Wilton, CT, and Spokesperson for National Eating Disorders Association; Ron Saxen, Model, Binge Eater, and Author of <u>The Good Eater: The True Story of One Man's Struggle with Binge Eating Disorder</u>; Amy Lou, Author of <u>Gaining: The Truth</u>

About Life After Eating Disorders

Length: 29:00

Aired: August 10, 2014, 5:30 AM

Topic: It's A Headache

Program: Project Health Radio

Guests: Dr. Lawrence Robbins of the Robbins Headache Clinic in Northbrook, Illinois and Author of <u>Headache Help: A Complete Guide to Understanding Headaches and the Medications that Relieve Them; Dr. Steven Silverstein, Professor at Thomas Jefferson University and past President at American Headache Society on acupuncture and biofeedback; Dr. Andrew Jones, Author of The Natural Cure to Your Migraine Headache</u>

Length: 29:00

Aired: September 14, 2014, 5:30 AM

Topic: The Fall Variety Show **Program:** Project Health Radio

Guests: Dr. Scott Glaser of The Pain Specialists of Greater Chicago on prescription drug abuse; Dr. Anna Guiliano of H. Lee Moffitt Cancer Center in Tampa, Florida, on HPV and treatment; Dr. Larry Barsch, Dentist on snoring and sleep apnea

Length: 29:00

Aired: September 28, 2014, 5:30 AM

HISTORY/POLITICS

Topic: Turmoil and Transition in Boston **Program:** Commonwealth Journal

Guest: Lawrence DiCara, Author of Turmoil + Transition in Boston: A Political

Memoir from the Busing Era

Length: 28:12

Aired: July 27, 2014, and September 7, 2014, 6:00 AM

Topic: The Death of Prehistory **Program:** Commonwealth Journal

Guest: Stephen Mrozowski, Director of the Fiske Center for Archaeological Research at the Department of Anthropology at UMass Boston, Co-editor of <u>The</u>

<u>Death of Prehistory</u> **Length:** 28:02

Aired: August 24, 2014, 6:00 AM

Topic: The Outrage Industry

Program: Commonwealth Journal

Guest: Jeffrey Berry, Professor of Political Science at Tufts University and Author of The Outrage Industry: Political Opinion Media and the New Incivility

Length: 28:05

Aired: September 14, 2014, 6:00 AM

Topic: A Conversation with Mo Cowan **Program:** Commonwealth Journal **Guest:** Mo Cowan, Former US Senator

Length: 27:46

Aired: September 21, 2014, 5:30 AM

Topic: Desire and Disaster in New Orleans

Program: Commonwealth Journal

Guest: Lynnell Thomas, Professor of American Studies at UMass Boston and Author of <u>Desire and Disaster in New Orleans: Tourism, Race, and Historical</u>

Memory

Length: 28:15

Aired: September 21, 2014, 6:00 AM

Topic: Bringing Peace in Rwanda **Program:** Commonwealth Journal

Guest: Napoleon Abdulai, Author of <u>Genocide in Rwanda: Background & Current Situation</u>; Lynne Tirrell, UMass Boston Professor of Philosophy

Length: 29:00

Aired: September 28, 2014, 6:00 AM

PERSONAL WELL-BEING

Topic: Just Relax

Program: Project Health Radio

Guests: Dr. Carol B. Lowe, President of the Center for Concious Living; Andrea Matthews, Author of Restoring My Soul: A Workbook for Finding and Living the Authentic Self, Reike Master and Transpersonal Counselor; Taylor Wilshire,

Author of The What If Guy

Length: 29:00

Aired: July 27, 2014, and September 7, 2014, 5:30 AM

Topic: Have A Safe Summer **Program:** Project Health Radio

Guests: Dr. Robert Burdell, Dermatologist American Academy of Dermatology; Dr. Lynn McKinley-Grant, Dermatologist in Chevy Chase, Maryland; Tara Wellington, Expert on health and well-being; Debra Biggs, Executive Director of

the Safety Council of the Ozarks on bicycle, boating and fire safety

Length: 29:00

Aired: August 3, 2014, 5:30 AM

Topic: How Pets Help to Heal **Program:** Project Health Radio

Guests: Susan Kurowski, Executive Director of the Pets for the Elderly

Foundation; Kathy Fitzpatrick of the Fitzjoy Farm Riding Academy on horses & therapy; Rosemary Lawback, Spokesperson for Therapy Dogs International (TDI)

Length: 29:00

Aired: August 17, 2014, 5:30 AM

Topic: How to Exercise Effectively **Program:** Project Health Radio

Guests: Dr. Gordon Nuber, Orthopaedic Surgeon at Northwestern Orthopaedic Institute in Chicago; Dr. Herman Sloan of the Sloan Vision Center on eyewear

and exercise **Length:** 29:00

Aired: August 24, 2014, 5:30 AM

Topic: How to Improve Your Quality of Life

Program: Project Health Radio

Guests: Todd Bottorff, President of Turner Publishing and Author of <u>21 Things</u> to Create a Better Life; Dr. Daniel O'Neill, Author of <u>Knee Surgery: The Essential</u> Guide to Total Knee Recovery; Dr. Linda Neilsen, Professor at Wake Forest

University on the relationship between fathers and daughters

Length: 29:00

Aired: August 31, 2014, 5:30 AM

COMMUNITY FORUM

Topic: Job Training and Employment

Organization: Goodwill

Time: 00:30

Aired: July 6, 2014

Topic: Avoid Scams and Financial Abuse **Organization:** US Administration on Aging

Time: 00:30

Aired: July 6, 2014

Topic: 28th Annual Jimmy Fund Little League Program

Organization: Dana-Farber Cancer Institute

Time: 00:30

Aired: July 6, 2014

Topic: Protect Your Children Online This Summer

Organization: Better Business Bureau

Time: 00:60

Aired: July 6, 2014

Topic: Keep Cool in Hot Weather

Organization: US Administration on Aging

Time: 00:30

Aired: July 13, 2014

Topic: Boston Marathon Jimmy Fund Walk

Organization: Jimmy Fund, Dana-Farber Cancer Institute

Time: 00:30

Aired: July 13, 20, August 3, 31, September 14, 21, 2014

Topic: Swim, Kayak, Walk, or Run for Breast Cancer Prevention

Organization: Massachusetts Breast Cancer Coalition

Time: 00:30

Aired: July 13, 20, 2014, August 3, 2014

Topic: CPR Certification Course

Organization: Health Ed New England

Time: 00:30

Aired: July 13, 27, 2014

Topic: Outdoor Safety Tips for Dogs

Organization: Fetch Pet Care

Time: *01:30*

Aired: July 20, 2014

Topic: Helping Older Americans

Organization: Aging Network's Volunteer Collaborative

Time: 0:30

Aired: July 20, 2014

Topic: Safety Sense

Organization: Electrical Safety Foundation International

Time: 00:30

Aired: July 20, September 7, 2014

Topic: Scammers Pose as E-ZPass to Collect "Unpaid Tolls"

Organization: Better Business Bureau

Time: 00:60

Aired: July 27, 2014

Topic: *Hints for Homeowners*

Organization: Electrical Safety Foundation International

Time: 00:30

Aired: July 27, 2014

Topic: Breathe Deep Boston 5K Walk **Organization:** LUNGevity Foundation

Time: 00:30

Aired: July 27, September 7, 14, 2014

Topic: Potholes Can Pack a Punch **Organization:** Car Care Council

Time: 00:30

Aired: August 3, 24, 2014

Topic: Hints for Homeowners

Organization: National Ground Water Association

Time: 00:30

Aired: August 3, 24, 2014

Topic: DQ Miracle Treat Day

Organization: Children's Miracle Network Hospitals

Time: 00:30

Aired: August 10, 2014

Topic: Fun Runs Promise More Than They Deliver

Organization: Better Business Bureau

Time: 00:60

Aired: August 10, 2014

Topic: Quincy Area Dollar Tree Customers Can Donate School Supplies for

Military Children

Organization: Operation Homefront, Dollar Tree, Inc.

Time: 00:30

Aired: August 10, 2014

Topic: Chelmsford Free to Breathe Run/Walk

Organization: Free to Breathe

Time: 00:30

Aired: August 10, 17, 24, 2014

Topic: August is Immunization Awareness Month

Organization: Centers for Disease Control

Time: 00:45

Aired: August 17, 31, 2014

Topic: IRS Phone Threats

Organization: Better Business Bureau

Time: 00:60

Aired: August 17, 2014

Topic: 2nd Annual High Fives East Coast Charity Golf Tournament

Organization: High Fives Non-Profit Foundation

Time: 00:30

Aired: August 17, 2014

Topic: RecruitMilitary Veteran Job Fair **Organization:** RecruitMilitary LLC

Time: 00:30

Aired: August 24, 2014

Topic: Help for Young Drivers **Organization:** Car Care Council

Time: *00:30*

Aired: August 31, 2014

Topic: *Internet News and Notes* **Organization:** *Adblock Plus*

Time: 00:60

Aired: August 31, 2014

Topic: Healthy Babies

Organization: National Institute of Child Health and Human Development

Time: 00:30

Aired: September 7, 2014

Topic: Boston Marathon Jimmy Fund Walk

Organization: Jimmy Fund, Dana-Farber Cancer Institute

Time: 00:30

Aired: September 7, 14, 2014

Topic: CPR Certification Course

Organization: Health Ed New England

Time: 00:30

Aired: September 7, 14, 2014

Topic: Pedro Zamora Young Leaders Scholarship Program **Organization:** National AIDS Memorial Grove, UnitedHealthcare

Time: 00:30

Aired: September 14, 2014

Topic: Placing Greyhounds in Good Homes

Organization: Greyhound Friends

Time: 00:30

Aired: September 21, 28, 2014

Topic: Bridal Show

Organization: Brides Against Breast Cancer

Time: 00:30

Aired: September 21, 28, 2014

Topic: BBB Warns Consumers of Online Retailer—ShopZoey.com

Organization: Better Business Bureau

Time: 00:60

Aired: September 21, 2014

Topic: September is Fruits and Veggies Month **Organization:** FruitsAndVeggiesMoreMatters.org

Time: 00:45

Aired: September 28, 2014

Topic: National Childhood Cancer Awareness Month **Organization:** Alex's Lemonade Stand Foundation

Time: 00:30

Aired: September 28, 2014

PUBLIC SERVICE ANNOUNCEMENTS

Topic: Reduce. Relight. Recycle.

Organization: Compact Fluorescent Lightbulb Recycling, National Electrical

Manufacturers Association

Time: 00:30

Aired: 7/6/14, 7/27/14, 9/7/14

Topic: My American Story—Jon Bon Jovi

Organization: Corporation for National & Community Service

Time: 00:30 Aired: 7/6/14

Topic: Warning Signs of a Stroke

Organization: American Stroke Association

Time: 00:60 Aired: 7/13/14

Topic: Protect Yourself/Everyday Choices.org

Organization: American Heart Association, American Diabetes Association,

American Cancer Association

Time: 00:30

Aired: 7/13/14 (x2)

Topic: Mike Farrell—Youth Violence

Organization: People for the Ethical Treatment of Animals (PETA)

Time: 00:30

Aired: 7/13/14, 9/28/14

Topic: Warning Signs of a Stroke

Organization: American Stroke Association

Time: 00:15

Aired: 7/13/14 (x2)

Topic: Imagine

Organization: St. Jude Children's Research Hospital

Time: 00:60

Aired: 7/13/14, 8/17/14

Topic: Spay or Neuter

Organization: People for the Ethical Treatment of Animals (PETA)

Time: 00:30

Aired: 7/13/14, 9/14/14

Topic: Clean Your Room—Warning Signs of a Stroke

Organization: American Stroke Association

Time: 00:30 Aired: 7/13/14

Topic: Dustin Pedroia—Run to Home Base

Organization: Red Sox Foundation, Massachusetts General Hospital Home

Base Program Time: 00:30 Aired: 7/13/14

Topic: Angina/TMR Sugery

Organization: PLC Medical Systems

Time: 00:60 Aired: 7/13/14

Topic: Vietnam Veterans: Welcome Home/Make the Connection

Organization: US Department of Veterans Affairs

Time: 00:30 Aired: 7/20/14

Topic: This is a Test/TakeMeFishing.org

Organization: Recreational Boating & Fishing Foundation

Time: 00:30

Aired: 7/20/14, 8/17/14, 8/31/14

Topic: *Imagine*

Organization: St. Jude Children's Research Hospital

Time: 00:30

Aired: 7/27/14, 8/10/14, 9/7/14, 9/14/14, 9/28/14

Topic: Don't Be Blind to Diabetes

Organization: American Diabetes Association

Time: 00:60

Aired: 7/27/14, 8/17/14, 9/7/14

Topic: MS Week—Clay Walker

Organization: National Multiple Sclerosis Society

Time: 00:60

Aired: 7/27/14, 9/7/14

Topic: Diva-betic—Changing Diabetes

Organization: *Novo Nordisk*

Time: 00:60

Aired: 7/27/14, 9/7/14

Topic: Protect Hair from the Sun **Organization:** Head & Shoulders

Time: 00:60 Aired: 8/314 (x2)

Topic: Childhood Obesity

Organization: Centers for Disease Control and Prevention, US Department of

Health and Human Services

Time: 00:30

Aired: 8/10/14, 8/24/14, 9/28/14

Topic: *Maila Souza—Vision in Young Children* **Organization:** *American Optometric Association*

Time: 00:60 Aired: 8/10/14

Topic: Acne and the Prom **Organization:** Sanofi Aventis

Time: 00:60 Aired: 8/10/14

Topic: Morgan Freeman—Colorectal Cancer

Organization: Centers for Disease Control and Prevention, US Department of

Health and Human Services

Time: 00:30 Aired: 8/17/14

Topic: Morgan Freeman—Colorectal Cancer

Organization: Centers for Disease Control and Prevention, US Department of

Health and Human Services

Time: 00:20 Aired: 8/17/14 **Topic:** Joan Rivers—Beauty is Bone Deep, Osteoporosis **Organization:** American Academy of Orthopaedic Surgeons

Time: 00:20 Aired: 8/17/14

Topic: Imagine

Organization: St. Jude Children's Research Hospital

Time: 00:20

Aired: 8/31/14 (x2)

Topic: Carpal Tunnel Syndrome

Organization: American Academy of Orthopaedic Surgeons

Time: 00:60 Aired: 8/24/14

Topic: A Baby's Story

Organization: March of Dimes

Time: 00:60 Aired: 8/24/14

Topic: Patient/Doctor Relations

Organization: American Academy of Orthopaedic Surgeons

Time: 00:60 Aired: 8/24/14

Topic: Cognitive Based Games **Organization:** MS World, Inc.

Time: 00:60 Aired: 8/31/14

Topic: *Impetigo/Skin Infections* **Organization:** *GlaxoSmithKline*

Time: 00:60 Aired: 9/14/14

Topic: Someday

Organization: Social Security Administration

Time: 00:30 Aired: 9/14/14

Topic: Craig Morgan—The Power of One

Organization: Veterans Crisis Line/US Department of Veterans Affairs

Time: 00:30 Aired: 9/21/14

Topic: Aphrodite's Spa—Check Yearly, See Clearly

Organization: AARP, Vision Council

Time: 00:30 Aired: 9/28/14

Public Service Campaigns

WAAF raises awareness & funds for veterans in 3rd quarter 2014

Mistress Carrie participated with Team WAAF in the Run to Homebase on Saturday, July 19, 2014 at Fenway Park. The event raised funds for the Red Sox Foundation and Massachusetts General Hospital Home Base Program which helps Iraq and Afghanistan veterans and their families with post traumatic stress and traumatic brain injury.

WAAF promoted and sponsored blood drive in 3rd quarter 2014
WAAF promoted and sponsored the WAAF Annual Blood Drive at the Sheraton
Hotel & Conference Center in Framingham on Tuesday, August 26th. Hill-Man
Morning Show, Mike Hsu, and Mistress Carrie broadcast live from throughout the
event. Over 200 pints of blood were collected for the American Red Cross.

WAAF raises awareness & funds for youth charity in 3rd quarter 2014 Greg Hill participated in the 10th Annual Matt Light Celebrity Shoot Out on September 23, 2014. The event took place at Addieville East Farm in Mapleville, Rhode Island. The event benefits the Matt Light Foundation which provides youth with unique outdoor learning experiences.

WAAF promoted and sponsored various charity events in 3rd quarter 2014 WAAF promotes and sponsors various charities with on-air mentions in the segment called "Give 'Em Hell-p." These PSAs highlight 1-2 charity events with which WAAF is participating.

WAAF website promotes charity work in 3rd guarter 2014

WAAF's website continues to promote various charities by providing information to the community. WAAF's website links listeners with community events like Branch Street Fire Victims Relief Fund, LT. Stephen F. Minehan 20th Anniversary Memorial Celebration, 9th Annual WAAF Blood Drive, 5th Annual Johnny Ro Golf Tournament, Local Music Rocks 9: To Benefit the Winchendon & Templeton Food Pantries at the Snowbound Club. Run to Home Base. 2014 Pan-Mass Challenge, "Ways to Live Forever" Benefit Screening and Reception, My One Wish Motorcycle Ride on Labor Day Weekend, Cycle the High Hills, the 7th Annual Ride to Benefit Wediko, the 4th Annual Major David "Klepto" Brodeur Memorial 5K. 11th Annual Texas Roadhouse Motorcycle Ride to Benefit Homes For Our Troops, Town of Grafton Police Department-National Night Out Crime Prevention/Public Safety Block Party, Military Appreciation Day at Porter & Chester, A FAB Night for Charity to benefit Looking and Feeling FAB Inc., Let's March Against Cancer to benefit the American Cancer Society, Paddle (Kayak/Paddle) Poker Run to benefit QQLA, Cocktails and All That Jazz to benefit Muscular Dystrophy Association's fight against Duchenne Muscular Dystrophy, Fitness Fueling the Future-New England Fitness Challenge 2014 to benefit the New England Patriots Charitable Foundation and Special Olympics Massachusetts, Turn Up the Heat Calendar Launch and Ladies Night to benefit the Boston Firefighters Burn Foundation, In Memory of Olivia McGowan, Medford Strong Motorcycle Run to benefit the Krystal Campbell Scholarship Fund, Spirit of Shrewsbury Fall Festival/Shrewsbury Oil Assistance Relief Fundraiser, 24th

Annual Golf Tournament/Fundraiser at Foxboro Country Club by the Walpole, MA High School Hockey Boosters, and the Guild for Human Services Trick-or-Treat Trot 5K and 1 Mile Fun Run.